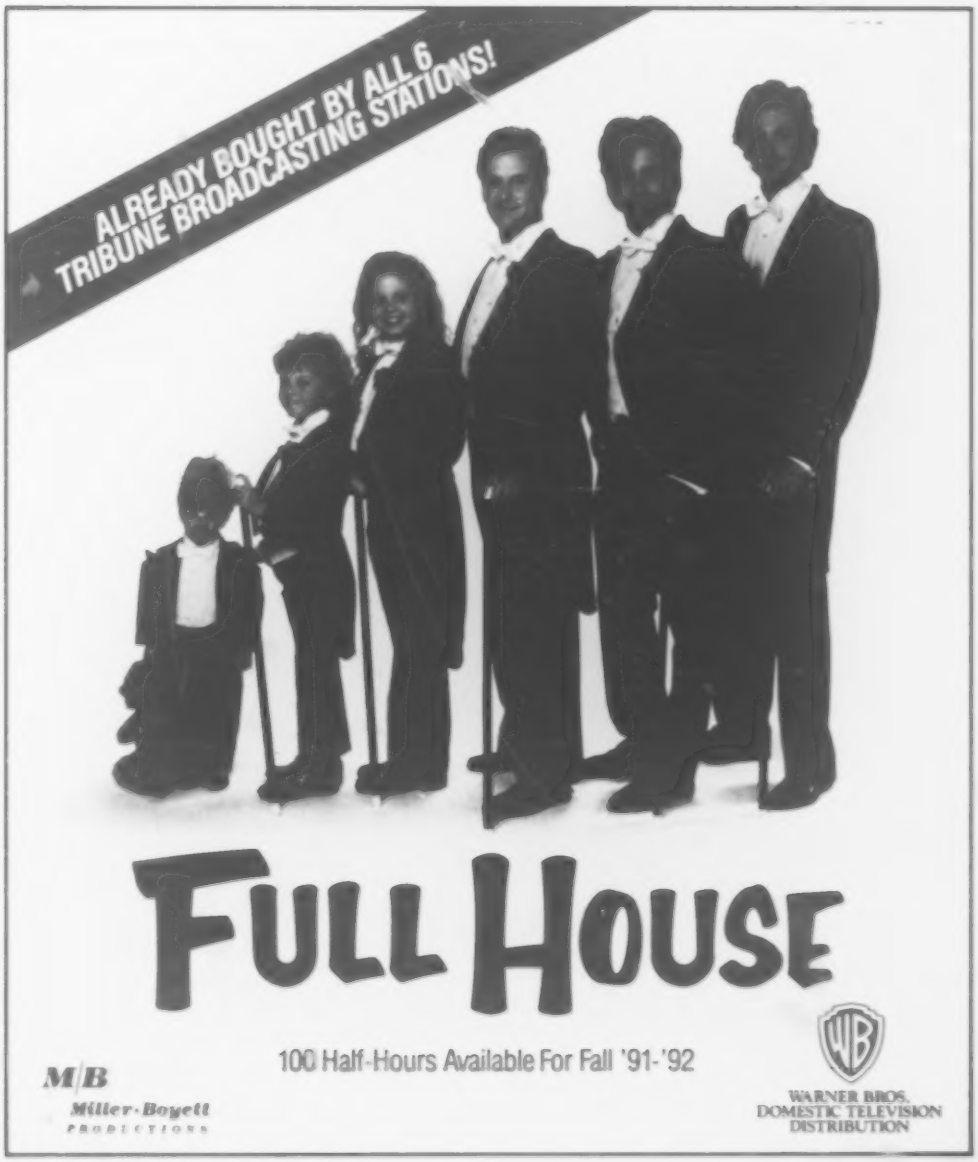
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 8



59th Year 1990
INTV
Upbeat, feisty...
and imperiled

Vol. 118 No. 2

Broadcasting Jan 8

INTV's last hurrah?...

Independent TV broadcasters revel in good year, but many attending group's annual meeting in Los Angeles say organization's future is in doubt if Fox becomes full-fledged network. Some syndicators say they'd rather attend only one program convention next year—NATPE. **PAGE 51.**

Fall formats... Just released fall 1989 Arbitron radio ratings show news and information formats making strong gains in top five markets. **PAGE 58.**

NATPE 90... Next week programing executives will travel to New Orleans for NATPE International's annual gathering. So far, pre-registration—both domestic and foreign—is at its highest level ever. **PAGES 62, 66.** Many cable programing executives are predicting that this year's event will be among their busiest ever. **PAGE 68.** Daily agenda of convention events and list of exhibitors appears on **PAGES 70-96.**

52/ **CALL FOR ACTION**
INTV President Jim Hedlund says independent stations need "fair access" to programing, viewers and ads.

54/ **TOGETHERNESS**
INTV Chairman John Serrao calls for cooperation within industry.

54/ **CRYING FOUL**
Syndicators complain to INTV that two major distributors took hundreds of convention attendees away from programing suites by having presentations away from conference.

56/ **CROSSING BORDERS**
Rochester cable channel takes steps to compete beyond its franchise area.

58/ **PASSING THE BUCK**
Country singer Buck Owens's attempt to buy his sister's bankrupt TV station in Bakersfield, Calif., is seen as part of conspiracy by rival TV broadcasters there.

100/ **GETTING EVEN**
FCC will examine disparity between per-subscriber rates paid by cable operators and by home dish owners.

101/ **COMMERCIAL STIRRINGS**
Westerners watch with interest as commercial broadcasting strives for foothold in Eastern Europe.

104/ **INNER CITY EMPIRE**
New York-based Inner City Broadcasting is making headlines because of its wide-ranging holdings and its connection to NYC's new mayor.

105/ **DOUBLE THE POWER**
FM in Portland, Me., expands its coverage area after

four-party, three-station exchange.

109/ **TUBE TEST**
Construction of Advanced Television Test Center is progressing, although key parts of testing plan remain to be developed.

Site of new ATTC lab, Alexandria, Va.

112/ **'POWER' OFF**
Lack of station participation prompts Television Bureau of Advertising to end its "Turn on the Power" promotion campaign before it starts.

135/ **HIGH ON LOW POWER**
John Kompas, president of Community Broadcasting Association, is convinced that low-power TV can prosper by tapping into small-market ad dollars now going into radio and television.

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BY THE NUMBERS 1

Week 15 wasn't very good for CBS. For the first time this season the network lost Sunday night when NBC averaged a 12.5/24.8 for the night. CBS averaged an 11.3/22.9. NBC's average was bolstered by the runover of the NFL playoff game between Pittsburgh and Houston, which averaged a 23.9/44 at 7-8. This left CBS with no nightly wins for the week. (Last season, CBS lost Sunday night five times out of 30, all to NBC.) On Monday night, Christmas, CBS's *Teddy Z*, pictured, ranked 59th for the week with an 8.7/17. ABC's *MacGyver* ranked 54th with a 9.2/18. NBC ran a repeat broadcast of "The Sound of Music" for the entire night and averaged an 11/20.

For the week, NBC won the prime time race with a 13.4/24. ABC was second with an 11.4/20.4 while CBS had a 10.3/18.4. Together, the big three delivered 32.3 million households. Household ratings should begin to pick up this week and peak around Week 20 or Week 22.

"By the Numbers" continues on page 26

RATINGS ROUNDUP

Week 15 □ Dec. 25–Dec. 31

Rank/rating	Network	Show
1 ▲ 19.4/30	A	*Monday Night Football*
2 ▲ 19.3/32	N	*Cosby Show*
3 ▼ 18.6/30	N	*Cheers*
3 ▲ 18.6/32	N	*Golden Girls*
5 ▲ 18.3/31	N	*Unsolved Mysteries*
6 ▼ 17.8/29	A	*Roseanne*
7 ▲ 17.3/31	N	*Empty Nest*
8 ▼ 17.1/28	N	*Different World*
9 ▼ 16.2/27	N	*Dear John*
10 ▲ 15.6/26	N	*Matlock*
11 ▼ 15.7/26	N	*In the Heat of the Night*
12 ▼ 15.4/27	N	*L.A. Law*
13 ▲ 15.0/25	A	*Wonder Years*
14 ▲ 14.9/25	A	*Full House*
15 ▲ 14.8/25	A	*Who's the Boss?*
16 ▲ 14.3/26	A	*20/20*
17 ▲ 14.0/23	N	*Night Court*
18 ▲ 13.9/26	A	*Just the Ten of Us*
19 ▲ 13.8/24	A	*Perfect Strangers*
20 ▲ 13.6/23	A	*Growing Pains*
21 13.5/25	C	*60 Minutes of Entertainment*
21 ▲ 13.5/26	N	*Hunter*
23 ▲ 13.3/23	A	*Family Matters*
24 ▼ 13.2/22	A	*Head of the Class*
24 ▲ 13.2/22	C	*Jake and the Fatman*
26 ▲ 13.1/25	C	*Murder, She Wrote*
26 13.1/24	N	*NBC News Special: Eighties*
28 ▲ 13.0/23	N	*Amen*
28 ▲ 13.0/22	C	*CBS Tuesday Movie*
28 ▲ 13.0/22	A	*Boogie Nowser, M.D.*
31 ▼ 12.7/21	A	*Coach*
31 ▼ 12.7/23	N	*Midnight Caller*
33 ▲ 12.6/21	N	*My Two Dads, Wed.*
34 ▼ 11.5/20	C	*Designing Women*
35 ▲ 11.2/19	C	*Rescue: 911*
36 11.1/18	C	*48 Hours*
36 11.1/20	A	*Jennings Special*
38 ▲ 11.0/20	N	*NBC Monday Movie*
39 ▼ 10.9/19	C	*Murphy Brown*
40 ▲ 10.7/19	N	*227*
41 10.6/17	A	*Ice Capades*
42 10.4/19	C	*Kennedy Center Honors*
43 ▲ 10.3/17	A	*Anything but Love*
43 ▲ 10.3/19	C	*Wheezy*
45 ▼ 10.2/18	C	*Newhart*
46 10.1/19	N	*Orange Bowl Parade*
47 ▼ 9.9/20	C	*Major Dad*
47 9.9/17	N	*NBC Friday Movie*
49 9.8/17	C	*Ringling Brothers Circus*
50 ▲ 9.5/20	A	*ABC Sunday Movie*
50 ▲ 9.5/17	A	*China Beach*
52 ▲ 9.4/17	A	*PrimeTime Live*
53 9.3/16	C	*Year with Andy Rooney*
54 ▲ 9.2/20	C	*CBS Sunday Movie*
54 ▼ 9.2/18	A	*MacGyver*
56 ▼ 9.1/17	N	*Matlock, FBI*
57 ▼ 8.9/15	C	*Beauty and the Beast*
58 ▼ 8.6/16	C	*Doctor, Doctor*
59 8.7/17	C	*Favorite Teddy Z*
60 ▼ 8.6/14	C	*Island Son*
61 8.3/17	N	*Ann Jillian*
62 8.1/15	A	*ABC Mystery Movie*
63 8.1/16	N	*NBC Sunday Movie*
64 ▼ 7.8/14	C	*Paradise*
65 ▲ 7.8/16	F	*Married...With Children*
66 ▲ 7.7/15	C	*Sat. Night with Connie Chung*
67 ▲ 7.4/13	F	*Cops*
68 7.1/14	F	*America's Most Wanted*
69 6.8/12	A	*Mr. Belvedere*
70 ▲ 6.7/13	A	*Five Star*
71 6.5/11	F	*Totally Hidden Video*
72 ▲ 6.4/13	F	*Totally Hidden Video 3rd*
73 ▼ 6.2/11	C	*Tour of Duty*
74 5.9/10	A	*Living Dolls*
75 ▲ 5.7/10	A	*Life Goes On*
76 ▲ 5.0/11	F	*Open House*
77 ▲ 4.6/8	F	*Reporters*
78 ▲ 4.4/8	F	*Alien Nation*
79 4.3/8	A	*21 Jump Street*
80 ▲ 3.7/8	F	*Trying Times*
81 ▲ 3.5/6	F	*Booker*
82 ▲ 3.5/6	F	*Gerry Shandling's This*

Guide to symbols: ▼ Down from last week ▲ Up from last week

FREEZE FRAMES: Current network standings as of Week 15, Dec. 25–Dec. 31

Network averages

Prime time	Evening news
NBC: 13.4/24.0	ABC: 11.4/21
ABC: 11.4/20.4	NBC: 10.3/20
CBS: 10.3/18.4	CBS: 10.2/20

Season to date ratings

1989–90	1988–89
NBC: 14.7/25	NBC: 15.8/26
ABC: 13.0/22	ABC: 13.0/21
CBS: 12.1/20	CBS: 12.0/20

Demographic ratings

	ABC	CBS	NBC
Viewers 2	7.9	6.7	8.9
Women 18-49	7.9	6.1	8.7
Men 18-49	7.1	5.1	7.3

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,988	257	5,223
Commercial FM	4,231	779	5,010
Educational FM	1,414	261	1,675
# Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	41	589
Commercial UHF TV	540	199	739
Educational VHF TV	123	6	129
Educational UHF TV	205	25	249
# Total TV	1,408	248	1,656
VHF LPTV	239	350	589
UHF LPTV	385	1,858	2,243
# Total LPTV	624	1,713	2,337
FM translators	1,797	310	3,107
VHF translators	2,717	133	2,850
UHF translators	2,175	427	2,602

CABLE†

Total subscribers	50,897,000
Homes passed	70,900,000
Total systems	7,230
Household penetration	58.4%
Pay cable penetration	28.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 22

Another disappointment for CBS is the loss of the evening news race for 1989—by 0.05 of a rating point, or something less than 46,000 viewers. ABC won its first year in evening news when the network averaged a 10.14/20 over CBS's 10.09/20. NBC had a 9.44/19 average for evening news in 1989.

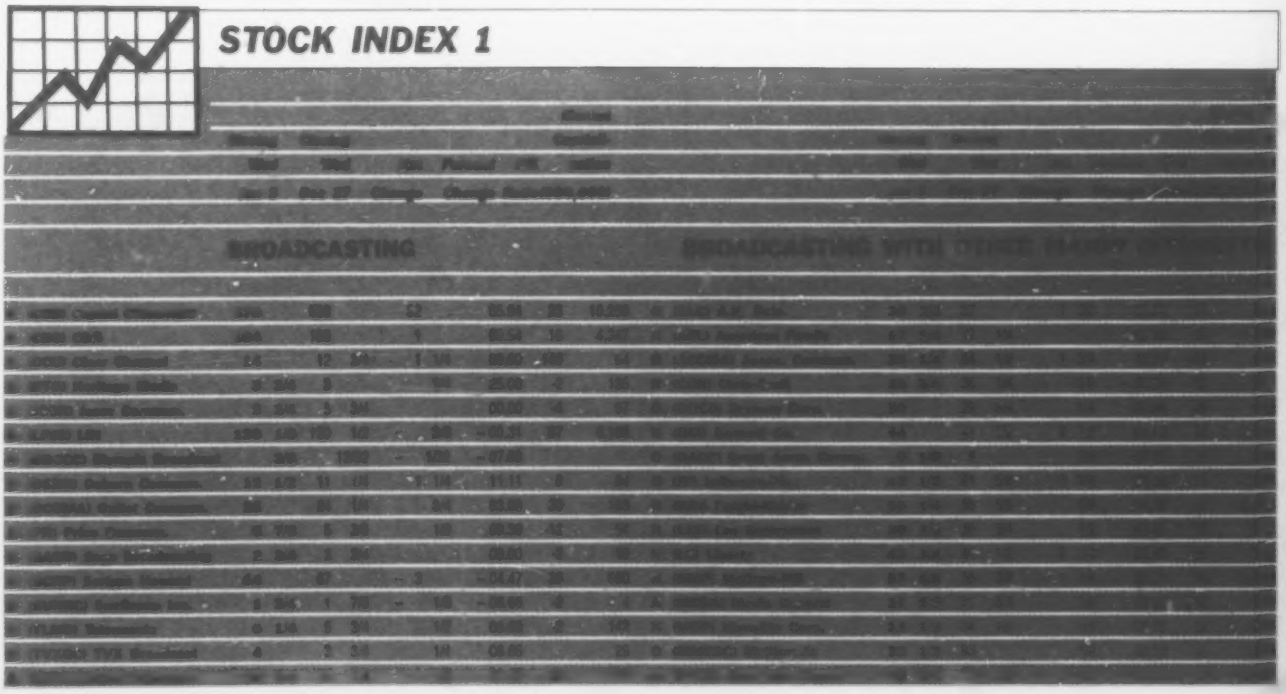
For the book of days, NBC won five nights—Tuesday, Wednesday, Thursday, Saturday and Sunday. ABC won Monday and Friday.

MarketScope

The Standard & Poor's 400 picked up 12.24 points during the last seven-day trading period to close at 410.40 on Jan. 3, a gain of 3.07%. The 128 stocks covered by the Stock Index posted 93 advances, 19 declines and 16 unchanged, pushing the advance-decline ratio ahead of the previous week's 60-40 when 27 stocks remained unchanged. The week before that, Dec. 13-20, 1989, the advance-decline ratio, 20-90 with 18 unchanged, was virtually reversed from the current standing. Capcities/ABC picked up the most for the most recent trading period (Dec. 27, 1989-Jan. 3, 1990), 32 points or 5.95%, to close at 570. The *Washington Post*'s 'B' stock gained 11¼ to close at 286¼. Disney closed out the week at 115¾, up from 109¼. Grey Advertising lost 3 to close at 164. Scripps Howard also lost 3 points when it closed at 64. Video Jukebox (symbol JUKE), dropped ¼ after having previously gained 1¾. JUKE closed at 8⅝ on Jan. 3. Westwood One (WONE) picked up another ½ to close at 9½. Previously, WONE had picked up 1½, or 20%.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1



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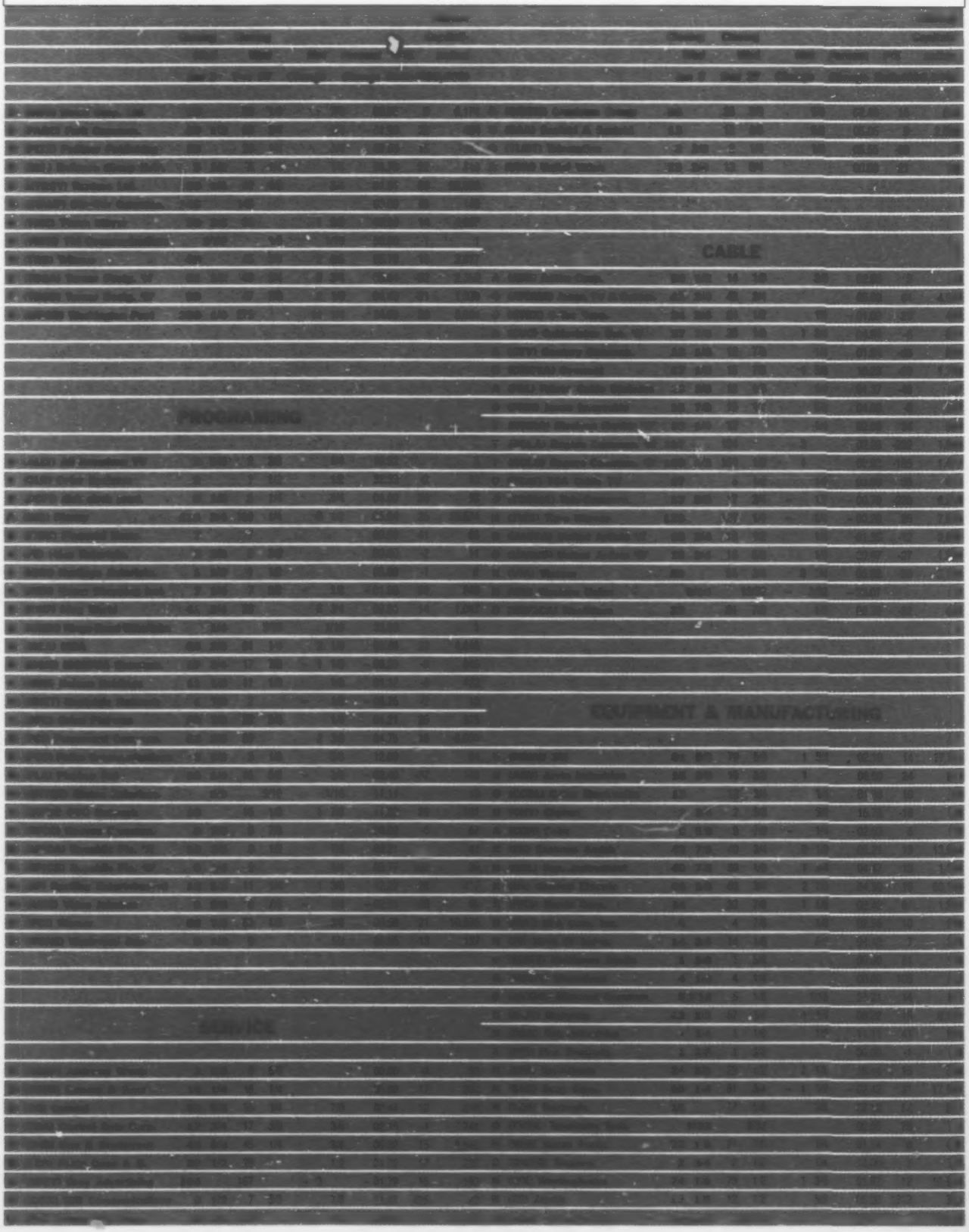

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS; and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 14—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

Feb. 21—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 23-25—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

Feb. 24—*National Association of Broadcasters* Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 27-28—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum 90, "annual skills and strategies seminar that provides cable system operators and cable network programers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March

March 1—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington.

March 1—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 2-4—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March 6—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

■ **March 7**—*Ohio Association of Broadcasters* Ohio congressional salute. Washington Court hotel, Washington. Information: (614) 228-4052.

March 9—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 11-12—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W.Va.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—Deadline for entries in Wilbur Awards, sponsored by *Religious Public Relations Council*, for "excellence in the communication of religious values through a variety of media." Information: (215) 642-8895.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 15-16—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising; and Jean Wadem-Rindlaub, formerly with BBDO. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 22—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

March 25-26—"Making the Promise of Local Cable Programing a Reality," local programing seminar sponsored by *National Academy of Cable Programing*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

"Datebook" continues on page 116.

The Fifth Estate

Broadcasting® incorporating

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